

RELEASE IN PART  
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**From:** Mills, Cheryl D <MillsCD@state.gov>  
**Sent:** Thursday, December 13, 2012 6:20 PM  
**To:** H  
**Subject:** Fw: Dr. Johnnetta Betsch Cole Life Featured on PBS' Groundbreakers Series - Now available online!

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**From:** Berry, Bonnie B. [redacted]  
**Sent:** Thursday, December 13, 2012 05:59 PM  
**To:** Mills, Cheryl D; Verveer, Melanne S  
**Subject:** FW: Dr. Johnnetta Betsch Cole Life Featured on PBS' Groundbreakers Series - Now available online!

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Wanted to share our latest news from Dr. Cole! Great piece and very proud to work with another great woman leader!  
Can you share with the Secretary?

Thanks – and hope to see you both soon – Happy, Happy Holidays!

Bonnie Berry  
Assistant to the Director  
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**From:** Burke, Edward  
**Sent:** Thursday, December 13, 2012 5:42 PM  
**To:** NMAFA-All-Users; Clough, Wayne; Kurin, Richard; Lieberman, Evelyn; St Thomas, Linda; Pell, Eva; Clark, Virginia B.;



**Subject:** Dr. Johnnetta Betsch Cole Life Featured on PBS' Groundbreakers Series - Now available online!

We are thrilled to share with you PBS' short documentary on Johnnetta B. Cole, National Museum of African Art Director, as one of its featured 'Groundbreakers'. Part of its "MAKERS: Women Who Make America" initiative. See link: [www.makers.com](http://www.makers.com) (4 min 26 sec)

Dr. Cole talks about her experience as the first female president of Spelman College, Director of the **National Museum of African Art** and the importance of women teaching the next generation. The groundbreakers were selected in consultation with an expert advisory panel. They are the first in their fields, visionary role models or frontline activists who sparked and some who opposed change for women.

Other past participants in the MAKERS series have included: *Justice Ruth Bader Ginsburg, Alice Walker, Billie Jean King, Katie Couric, Condoleezza Rice, Diane von Furstenberg, Madeleine Albright, Martha Stewart, Nancy Pelosi, Jane Fonda, Gloria Steinem, Maya Lin, Dolores Huerta, and Barbara Walters*. PBS also plans to include individuals such as Linda Alvarado (first woman to own a construction company), Maria Pepe (first girl to integrate Little League), Marin Alsop (first female conductor), and Katherine Switzer (first woman to run in the Boston Marathon).

The MAKERS site which launched at the end of February, has been seen over **12 million unique visitors** and has had **30 million video views**. Over **47%** of their audience is men. PBS are now in the final stages of production on a wider documentary which will air in February 2013 and tell the definitive story of the modern American Women's Movement. To support the initiative, PBS has lined up a broad educational and community outreach campaign that includes schools across the country and a "local MAKER" initiative to record community stories through the local PBS member stations. In addition, AOL is promoting the MAKERS series on their homepage, sponsoring events around the country, and have launched a taxi campaign with the videos in **7 markets**.

Eddie B

For the tweeting inclined, please feel free to share this sample tweet:

*Our very own Dr. Cole is honored in the #MAKERSWomen project on groundbreaking women. Watch her story - <http://aol.it/TXZli8> @NMAFA*

**Eddie Burke**

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